

**BRANDING AND REVENUE SHARING MODELS FOR  
FACILITATING STORAGE, MANAGEMENT AND DISTRIBUTION  
OF CONSUMER INFORMATION**

**Abstract of the Disclosure**

[0102] Information accounts stored in a central data repository comprise consumer information elements associated with consumers, which may be stored in a tagged data format. A consumer may have created an information account via an originating vendor's website. The information account may be branded to identify a sponsor, which may be the originating vendor. A vendor server may be a member of an exchange comprising a logical grouping of servers authorized and configured to interact with one or more information accounts, such as differently branded information accounts. The consumer uses a client device to request selected consumer information elements from the information account. The consumer information elements transmitted to the client device may be auto-populated into a web page hosted by the vendor server and may be used to complete a transaction. The custodian of the data repository may share transaction-related revenue with the originating vendor and/or transacting vendor.

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